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VISUAL SOCIAL NETWORKING APP
FOR
ORGANIZATIONAL NETWORK ANALYSIS
and
Beyond



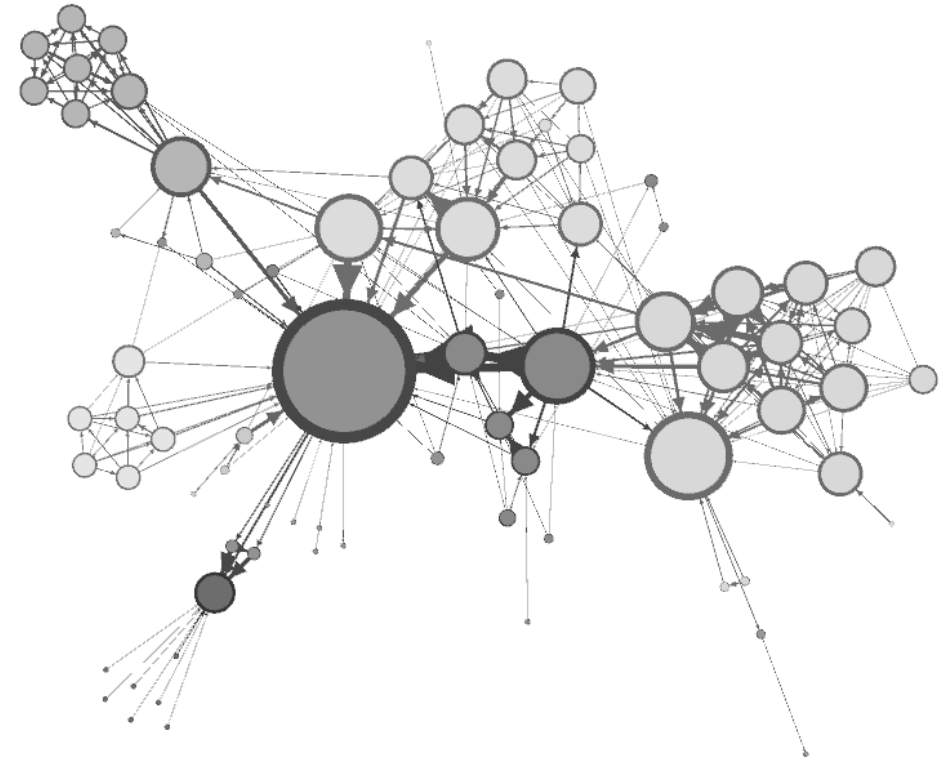
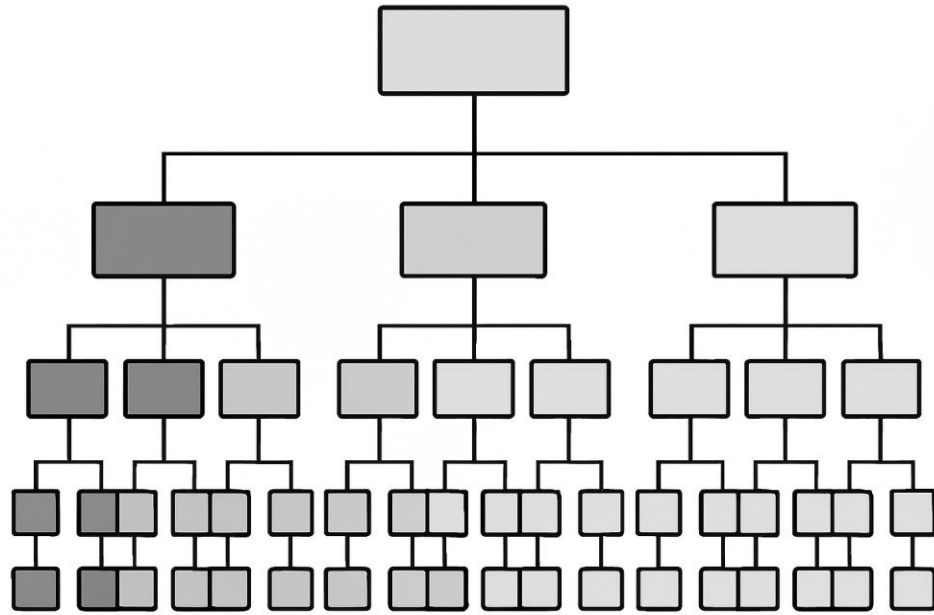
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Organizational Network Analysis - Simple Intro

- A method for mapping and analyzing how people actually interact at work.
- It doesn't look at just job titles or departments. It looks at real relationships—who talks to whom, who asks for help, who shares information, who influences decisions.
- It does that by:
 - Asking people short questions (e.g. "Who do you go to for advice?"), or
 - Analyzing interaction data (like who's in meetings, who messages whom, etc.)
- The result is a network:
 - Each dot (node=vertex) is a person.
 - Each line (link=edge) is a real connection between people based on the nature of interaction.
- You get a visual map that shows how the organization really works—not what's on the envisaged and desired org chart.

Organizational Network Analysis - Simple Intro



(Some) Organizational Challenges ONA Helps Solve

lack of visibility of who's responsible for what · lack of
visibility of who knows what · knowledge fragmentation ·
wasted time searching for information · repeated work ·
tribal knowledge · preventing development of true expertise
· poor cross-department communication · slow decision
making · knowledge siloing · protecting freeloaders ·
burnout of the extra engaged ·
costs and delays

Organizational Network Analysis – Benefits (I)

Who is most influential; You see which people others go to most often. These are the ones everyone relies on, regardless of title. They are crucial for passing on information, “informal leaders”, also those who are more likely to experience burnout.

Who is on the margin; You see which individuals sit at the edges of the network, with few or no connections. They’re not involved in key interactions and remain structurally detached from the core of the organization. Freeloaders or just simply left out due to structural inefficiencies.

Who holds the system together; Some people connect groups that wouldn’t be in contact otherwise. If they disappeared, communication would break down. These are crucial bridges between clusters, these are “trusted messengers”.

Who are the control nodes; You see which individuals must be guided or influenced so that the rest of the network can be indirectly reached. This helps management act precisely—focusing on the minimum set of people required to steer the whole.

How groups and clusters form; You see who naturally works together, even across departments. These are real working communities. Knowing these and influential connectors, leaders can confidently stage any rollout choreography.

Organizational Network Analysis – Benefits (II)

Do groups connect across boundaries; You find out if teams or roles talk to each other—or stay stuck in their own bubble. You get to know the cohesiveness of your organization.

Imbalance of flow (direction and reciprocity); You can tell if someone’s always giving support but getting nothing back—or the other way around.

How the structure changes over time; By comparing two points in time, you can see if (and assume why) someone gained or lost influence, or if and why parts of the network broke apart or became stronger.

Efficient onboarding of new employees; new employee can more easily reach out and ask for information they need to excel. This makes onboarding more efficient and less frustrating.

Invisible work turns into visible and measurable work; ONA surfaces invisible, “glue” work that keeps systems running that goes unrecognized, making it quantifiable and visible to leaders.

... and more.

Organizational Network Analysis – How “they” do it (1 - surveys)



Questions

👁️ Preview

Template Survey

- Survey Details
- Welcome Message
- Questions
- Completion Message
- Lists
- Advanced Options
- Emails
- Responses

Search and Select

1. Please input up to 10 people who help you be successful in your role. For example, these may be people who you work with everyday, people you go to for advice or people who help you come up with and deliver on new ideas or initiatives. In order to add a name, please start typing the name and then select the name once it appears and hit enter.

🔄 MOVE

✎ Edit 📄 Duplicate 🗑️ Delete



Page Break

🔄 MOVE

📄 Duplicate 🗑️ Delete



Numeric Slider

2. On average, how often do you interact with each of the people you selected per month? Please use the slider below to indicate the number of times you communicate with each of these people on average in a typical month. For more than 12 times per month, please select 12.

Organizational Network Analysis – How “they” do it (2 – digital interaction data)

The screenshot shows the Microsoft Excel interface with the following data in the spreadsheet:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	source	target	Ccs	Tos											
2	Francis Swanson	Antonia Simon	31	82											
3	Francis Swanson	Ian Singleton	93	85											
4	Francis Swanson	Jeff Russell	47	99											
5	Francis Swanson	Lucia Carr	99	1											
6	Francis Swanson	Lynne Carpenter	89	18											
7	Francis Swanson	Stephanie Rodriquez	78	29											
8	Francis Swanson	Allison Fields	33	13											
9	Julian Ray	Owen Matthews	54	8											
10	Julian Ray	Forrest Weber	48	1											
11	Julian Ray	Kellie Weaver	64	69											
12	Julian Ray	Rudy Peterson	54	67											
13	Julian Ray	Herbert Stanley	45	39											
14	Julian Ray	Lance Wilson	59	74											
15	Julian Ray	Ana Reeves	22	31											

Status quo in the field

Surveys have value—they capture the *nature* of relationships and provide richer, layered connectivity. These are done by consultancies (e.g. OrgMapper (Maven7)).

But:

- They're usually done only once every 1–2 years so they are outdated by default
- No current tools base their analysis on **weighted relationships** (the strength of interaction), they show eventually directionality and that's it.

Digital interaction data (from platforms like Slack, MS Teams, Workday, etc.) can aid.

But:

- Without analyzing content, we can't assign meaningful weights to interactions
- There are **legal/privacy concerns** and feasibility (volume of data) if analysing messaging content

Status quo in the field

What's needed is:

→ A tool that is **live, continuous, and based on meaningful interactions**

→ A system that brings value **not only to management, but to all members of the organization**

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A social network built around the organization—starting with its people.

- Every member creates a **profile**, invites other users, while **rating the strength of their relationships**.
- Every member builds their profile and defines their attributes.

Attributes include:

- **Professional traits** (skills, experience, interests, ...).
- **Personal characteristics** (personality traits, satisfaction). These often influence work as much as formal roles.

It functions like a **social media app**, but with real organizational purpose:

- **Find people you need**, directly or via shared connections
- **See who knows who**, who does what, and who to ask for what
- Let **everyone—not just management—benefit** from network transparency
- For leadership, it becomes a **live, evolving map of the company**
- Understand structure beyond the org chart
- Spot strengths, gaps, potential, and risk across the network (all general benefits of ONA)

Open a Peoplet account

peoplet

SIGN IN/UP

By SIGNING IN you agree to PEOPLET'S TERMS OF USE,
PRIVACY POLICY AND INFORMATION COLLECTION NOTICE.

email

PASSWORD

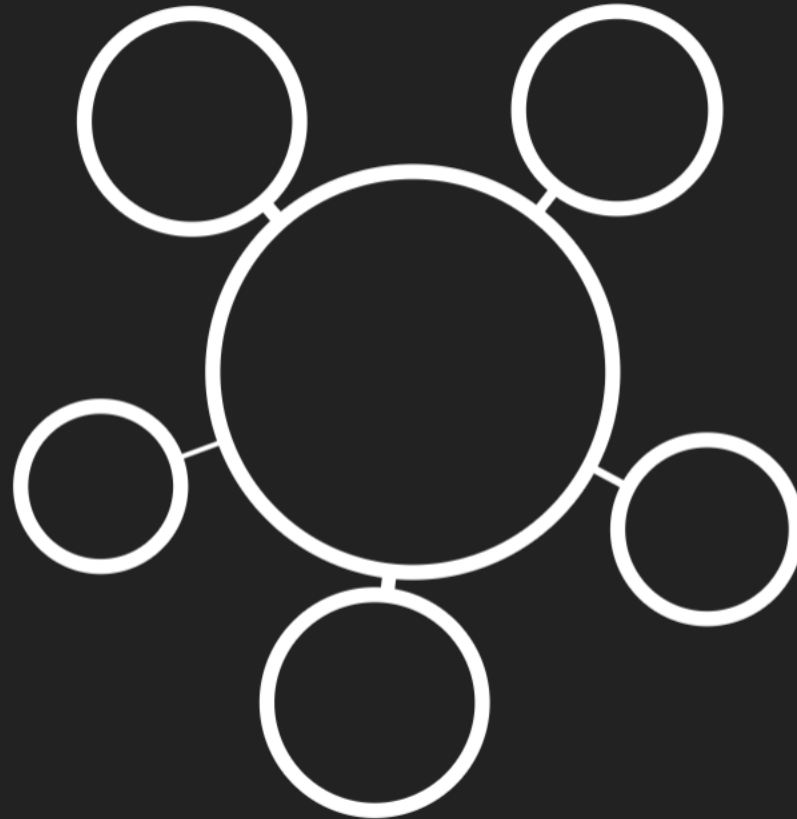
KEEP ME LOGGED IN

SUBMIT

[FORGOT PASSWORD](#)

Invite your coworkers ranking the strength of connections

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INVITE BY STRENGTH:

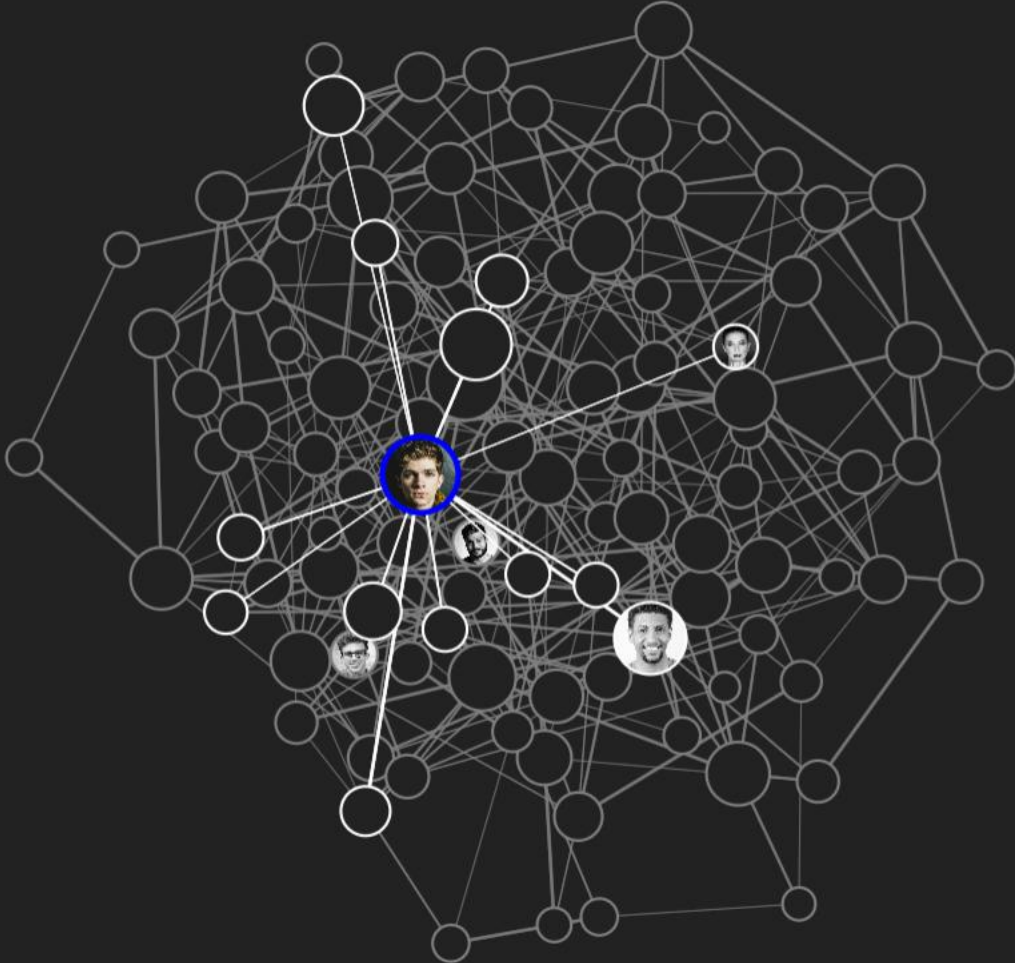
GENERAL

DINO.PITOSKI@PEOPLET.IO	100%
FRIEND@EXAMPLE.COM	80%
FRIEND@EXAMPLE.COM	60%
FRIEND@EXAMPLE.COM	40%
FRIEND@EXAMPLE.COM	80%

save changes

Analyse

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```
SEARCH USER...  
WRIGHTDAVID@EXAMPLE.ORG (you)  
STRENGTH: 2.23%  
AUTHORITY: 0.020  
BRIDGE: 0.034  
COMMUNITY (COARSE): 1  
COMMUNITY (FINE): 1  
DEFINE ATTRIBUTES  
INVITE USERS  
LOGOUT
```

Our polite request

- Which characteristics (attributes) of employees do you consider key for monitoring, for team dynamics, interpersonal influence, and cohesion?
- Though we will make sure to include custom attributes, we would prefer to include as many as possible attributes already in the app interface.
- This is in order to disable overlaps, as well as to have as many possible opinions on the employee traits which are valuable to include so that the app is useful for your needs.
- We want to ask you on this in person, as we strongly believe in-person talk can expose the less evident aspects HR or management would like to track for their company.

Our small organization

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OR any name . SURNAME @ PEOPLE . IO

